

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

[www.thewpbfchannel.com](http://www.thewpbfchannel.com)

Billing Address:

Optima Media  
 Attention: Accounts Payable  
 3 Linwen Way  
 Baltimore, MD 21236

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1514283-2	09/04/16	September 2016	08/29/16 - 08/30/16

Property	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3515

Flight Dates	Order #	Alt Order #
08/23/16 - 08/30/16	1514283	08344949

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	300	347

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/29/16	08/29/16	Good Morning America	7-9AM	1-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	1-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/29/16	8:41 AM	Good Morning America	7-9AM	:30	SRB200TVFLH	\$600.00 NM
7	08/29/16	08/29/16	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	1-----	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/29/16	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB200TVFLH	\$265.00 NM
8	08/29/16	08/29/16	4:30a-5a	430a-5a	1-----	:30	1	\$105.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	1-----	1	\$105.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/29/16	4:38 AM	4:30a-5a	430a-5a	:30	SRB200TVFLH	\$105.00 NM
9	08/29/16	08/29/16	WPBF News 25 5-6:00am	5:00-6:00am	1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	1-----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/29/16	5:14 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
10	08/29/16	08/29/16	M 5pm News	5-6pm	1-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	1-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/29/16	5:10 PM	M 5pm News	5-6pm	:30	SRB200TVFLH	\$525.00 NM
11	08/29/16	08/30/16	Good Morning America	7-9AM	MT-----	:30	1	\$600.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearst.com/broadcasting/who-we-are](http://www.hearst.com/broadcasting/who-we-are)

We warrant that the actual broadcast information shown on this invoice was taken from the program log

Hearst Television Inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
1514283-2	09/04/16	September 2016	08/29/16 - 08/30/16
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3515	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	MT-----	1	\$600.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	M	08/29/16	7:54 AM	Good Morning America	7-9AM	:30	SRB200TVFLH	\$600.00 NM
25	08/23/16	08/30/16	4:30a-5a	430a-5a	-1-----	:30	1	\$105.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	-1-----	1	\$105.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	WPBF	Tu	08/30/16	4:44 AM	4:30a-5a	430a-5a	:30	SRB200TVFLH	\$105.00 NM
26	08/23/16	08/30/16	WPBF News 25 5-6:00am	5:00-6:00am	-1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/29/16	09/04/16	-1-----	1	\$175.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	WPBF	Tu	08/30/16	5:44 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
<u>Total Spots</u>							8		

## Payment Terms 30 Days

<u>Gross Total</u>	\$2,550.00
<u>Agency Commission</u>	\$382.50
<u>Net Amount Due</u>	\$2,167.50

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